

The Phase II Process

The CLI is a voluntary initiative that depends upon extensive stakeholder participation. EPA staff have worked with stakeholders on all aspects on the CLI, and oversaw the research and preparation of the reports. EPA made certain decisions and recommendations about policy questions and issues that arose during the project, but only after requesting input from Task Force members, EPA Partners, and other stakeholder groups. Dissenting opinions have always been invited, and a wide diversity of opinions is reflected in the findings. All stakeholders with an interest in labeling issues concerning consumer products have been strongly encouraged to participate.

CLI Stakeholders were organized into several types of groups, including the CLI Task Force, Partners, and specific task subgroups. The CLI also invited the participation of other interested stakeholders throughout the Initiative. Notices in CLI “Updates” (brief documents published at several times during Phase II and distributed widely), website postings, and mailings invited individuals to contact key EPA staffers, join subgroups, attend meetings, and provide feedback.

The CLI Task Force was created by EPA to provide direction for the Initiative. The Task Force consists of federal, state, and other regulatory entities that have expertise and/or interest in labeling issues. The Task Force helped to determine the overall direction of the project, provided input on the development of the research plan, shared labeling-related experience and knowledge, coordinated with EPA to avoid regulatory duplication or interference, and participated in the design and execution of the CLI research.

After the Task Force was set in motion, EPA invited all interested entities and individuals to become “CLI Partners” and participate regularly and on a long-term basis in the CLI. In Phase II, the Partners, along with EPA and the Task Force, worked on the design, testing, and execution of the quantitative and qualitative research; provided information and data for the literature review; funded and directed quantitative research; reviewed components of this report; donated their considerable experience and effort to the research process; and provided input on specific policy-related issues being debated. The active CLI Partners included a number of businesses and trade associations related to manufacturing and distributing these products. They helped to disseminate information on the CLI to their members, and to assemble and organize comments and ideas from their membership for presentation to EPA.

Subgroups of CLI Partner and Task Force Members concentrated on each of the following areas during Phase II:

- # consumer research about knowledge, attitudes, and behaviors related to labeling information. Consumer research was pursued separately by both a Quantitative Research Subgroup and a Qualitative Research Subgroup, each composed of experts in the techniques relevant to that type of research;
- # standardized environmental information;
- # storage and disposal information on products;
- # identification of ingredients on product labels;

- # First Aid statements on product labels;
- # consumer education related to label awareness and use; and
- # outreach to CLI stakeholders.

CLI Partner and Task Force members, as a whole, met in person several times during Phase II. During these meetings, subgroups presented their findings to the CLI Partner and Task Force members and other interested Stakeholders. Future direction of the CLI was also discussed and planned.

Throughout the CLI, the EPA actively encouraged the participation of all interested Stakeholders through outreach methods, including public announcements, publication of memos and other documents, posting of all relevant information about Phase II to the CLI website, and public meetings. The CLI offered Stakeholders a wide variety of opportunities for ongoing comments and feedback to EPA.